To: "Richard Kuo" <rkuo@google.com>
From: "Cliff Samaniego" <csamaniego@google.com>
CC: "Adam Relis" <arelis@youtube.com>, "alexj@youtube.com" <AlexJ@youtube.com>
BCC:
Sent Date: 2007-06-08 06:45:32 GMT
Subject: Re: 2 screen shots from HSN

I think I know what's going on here. Richard, if we migrate any partners, their content is automatically claimed, yes? If they are claimed, then the Ad Sales team automatically receives a client ID and ads are automatically turned on.

I think I ran across this once when we did tests with the first wave of the migration. There were a few non-profits (linktv

On 6/7/07, Richard Kuo <rkuo@google.com> wrote:
>
> If your partners are uploading videos via the web and not claiming
> them...that might account for it. Also the ads system can be a bit flaky
> sometimes...you should continue to keep an eye open for weird behavior.
>
> I don't think there any particular way to message this...we host content
> and in return we run ads against it. The only reason this seems weird is
> because we're running house ads against all non-partner content due to
> playing it safe, so to speak.
>
> On 6/7/07, Adam Relis <arelis@youtube.com> wrote:
> >
> > Fair enough. I just haven't seen these type of ads above videos for any
> > of my other partners. It's always a house ad.
> >
> > Is there a particular way I should message this to them?
> >
> > On 6/7/07, Richard Kuo <rkuo@google.com> wrote:
> > >
> > > Pretty much every partner on YouTube has a content owner account.
> > >
> > > We revshare if the deal is for revshare. BBC has opted out of ads and
> > > we will probably be doing it with university deals. But these have
social
> > > and/or large deal scope merits and for HSN, we might be skeptical about
> > > allowing them to opt out?
> > >
> > > 1 by 1 is one way to do it...not a great one right now. We have more
> > > ways to find unclaimed content coming.
> > >
> > > On 6/7/07, Adam Relis < arelis@youtube.com> wrote:
> > > >
> > > > I'm not sure I've heard of this type of account before. How does a
> > > > partner get set up with it? Do we split revenue here? Can the partner
opt
> > > > out?
> > > >
> > > > FYI, this is a torso partner, so there should not be any negotiated
> > > > deal associated. Also, they have over 6000 videos, so if they did wnat
to

> > > > continue and claim the content, what's the best way to do that? 1 by 1?
> > > >
> > > > Thanks,
> > > >
> > > > Adam
> > > >
> > > > On 6/7/07, Richard Kuo < rkuo@google.com> wrote:
> > > > >
> > > > > These partners have content owner accounts which indicates that
> > > > > they "own" the content they are uploading. We run ads against all licensed
> > > > > content of this nature, unless the negotiated agreement for some reason
> > > > > tells us not to.
> > > > >
> > > > > If some content in their account somehow failed to claim properly,
> > > > > they might want to manually claim it as the message indicates.
> > > > >
> > > > > On 6/7/07, Adam Relis <arelis@youtube.com> wrote:
> > > > > >
> > > > > > Hey All,
> > > > > >
> > > > > > I just got off the phone with HSN, and they have some very
> > > > > > strange things going on in their account. See the attached screenshots.
> > > > > >
> > > > > > Basically it looks like their content has paid banners running
> > > > > > across some of their videos when they are not signed up for rev share.
> > > > > >
> > > > > > Also, on a number of migrated videos from GV, there is a message
> > > > > > about claiming content.
> > > > > >
> > > > > > Not sure what's going on here, but thought I should pass it
> > > > > > along. Thanks for taking a look.
> > > > > >
> > > > > > -Adam
> > > > > >
> > > > > > ---------- Forwarded message ----------
> > > > > > From: Pizzuto, Joseph [redacted]
> > > > > > Date: Jun 7, 2007 1:57 PM
> > > > > > Subject: RE: 2 screen shots from HSN
> > > > > > To: Adam Relis <arelis@youtube.com>
> > > > > >
> > > > > > Try this?
> > > > > >
> > > > > >
> > > > > >
> > > > > >
> > > > > >
> > > > > >
> > > > > >
> > > > > >
> > > > > > -----------------------------
> > > > > >
> > > > > > *From:* arelis@google.com [mailto: arelis@google.com] *On Behalf
> > > > > > Of *Adam Relis
> > > > > > *Sent:* Thursday, June 07, 2007 4:47 PM
> > > > > > *To:* Pizzuto, Joseph
> > > > > > *Subject:* Re: 2 screen shots from HSN
> > > > > >

> > > > > >
> > > > > >
> > > > > > Hi Joe,
> > > > > >
> > > > > > I don't see any attachments here. Can you please resend when you
> > > > > > have a second?
> > > > > >
> > > > > > Thanks!
> > > > > >
> > > > > > On 6/7/07, *Pizzuto, Joseph* [redacted] wrote:
> > > > > >
> > > > > >
> > > > > >
> > > > > >
> > > > > >
> > > > > > --
> > > > > > ******************
> > > > > > Adam Relis
> > > > > > YouTube
> > > > > > 1000 Cherry Ave, Suite 200
> > > > > > San Bruno , CA 94066
> > > > > > Phone: [redacted]
> > > > > > Fax: 650.963.3367
> > > > > > arelis@youtube.com
> > > > > >
> > > > > > "This email and the information it contains are confidential and
> > > > > > may be privileged. If you have received this email in error please
notify me
> > > > > > immediately and do not copy it for any purpose, or disclose its
contents to
> > > > > > any other person. Internet communications are not secure and,
therefore,
> > > > > > Google does not accept legal responsibility for the contents of
this message
> > > > > > as it has been transmitted over a public network. If you suspect
the message
> > > > > > may have been intercepted or amended please call me."
> > > > > >
> > > > > >
> > > > > >
> > > > > > --
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> > >
> >
> >

--
Cliff Samaniego

YouTube
1000 Cherry Avenue, Suite 200
San Bruno, CA 94066
Phone: (650) 827-6123
Fax: (650) 963-3367

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